

Exploring User Adoption of ChatGPT: A Technology Acceptance Model Perspective

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Abstract

Abstract In the rapidly evolving landscape of technology, the emergence of Chat Generative Pre-trained Transformer (ChatGPT) marks a pivotal milestone in the realm of Artificial Intelligence (AI). However, little research has reported the predictors of people's intentions to use ChatGPT. This pioneering study empirically examines user adoption through the lens of the Technology Acceptance Model (TAM) using a convenience sampling method. The study surveyed 784 ChatGPT users in China, of whom 58.93% were males. The results have revealed several key findings: (1) perceived usefulness, perceived ease of use, behavioral intention, and use behavior were positively correlated with each other; (2) behavioral intention acted as a mediating factor in the relationship between perceived usefulness and use behavior, as well as the relationship between perceived ease of use and use behavior; (3) perceived usefulness and behavioral intention played a chain-mediated role between perceived ease of use and use behavior; (4) the relationship between behavioral intention and use behavior exhibited greater strength among females compared to males; (5) the association between behavioral intention and use behavior was found to be stronger among urban users in comparison to their rural counterparts; (6) the connections between perceived ease of use and perceived usefulness, perceived ease of use and behavioral intention, and behavioral intention and use behavior were observed to be stronger among individuals with higher educational backgrounds relative to those with lower educational backgrounds. These findings provide crucial nuanced insights to advance the practical application of ChatGPT, emphasizing the need for enhanced usability and ease of use. However, this study exclusively captured usage behaviors within the Chinese user base. Future investigations could encompass diverse demographics across multiple countries, enabling cross-cultural comparisons.